

Latin America Quarterly Hardcopy Peripherals Tracker

IDC's *Latin America Quarterly Hardcopy Peripherals Tracker*® provides detailed, highly segmented tracking of single-function printers, multifunctional printers (MFPs), and single-function digital copier (SF DC) shipments by product, vendor, laser-speed range, price band, user segment (horizontal market), and channel on a quarterly basis. Countries covered are Argentina, Brazil, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Panama, Peru, and Venezuela as well as the rest of Central America and the rest of Latin America. Rolling eight-quarter and five-year forecasts are updated on a quarterly basis by country for dot matrix, inkjet, and laser products.

Technology Coverage

This tracker provides total market size and vendor share for the technology areas mentioned later in this section. Measurements for this tracker are in unit shipments and end-user value.

Core Coverage

- **Hardcopy**
 - **Product category:** Printer, MFP, and single-function digital copier
 - **Product and product detail:** Laser (monochrome, color), inkjet (monochrome, color), and SDM
 - **Speed range A4/letter**
 - **Additional product specifications:** Format, base configuration, network/wireless, and others
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Geographic Scope

- Latin America (Argentina, Brazil, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Panama, Peru, Venezuela, the rest of Central America, and the rest of Latin America)
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Data Deliverables

This tracker is delivered on a quarterly basis via a web-based interface for online querying and downloads. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- Historical analysis published
 - Forecast and forecast analysis published
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include two years of historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the country level. Examples of the forecasts included in this tracker are as follows:

Core Forecast Coverage

- **Product category:** Printer, MFP, and single-function digital copier
- **Product and product detail:** Laser (monochrome, color), inkjet (color), and SDM
- **Speed range for laser**
- **Price band for inkjet**
- **Format forecast**

IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenue, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional-, state-, or city-level planning — setting regional-, country-, state-, or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, and geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work

